

SECURITY & PRIVACY INFORMATION

INTRODUCTION

Baccarat, Inc. (“**Baccarat**”, we, or us) operates www.Baccarat.com(this “**Website**”). We recognize that you care how information about you is used and shared. We have created this privacy policy (“**Privacy Policy**”) to inform you of our information collection, use and sharing practices for this Web Site. This Privacy Policy only covers information collected at this Web Site, and does not cover any information collected offline by us.

Security

Baccarat will take measures to protect your personal data in its possession or under its control by making reasonable security arrangements to prevent unauthorized access, collection, use, disclosure, copying, modification, disposal or similar risks. When we no longer need to use your information, we will take steps to properly de-identify or destroy it. Personal information provided on the Web Site are transmitted through a secure server using Secure Socket Layering (SSL), encryption technology. When the letters "http" in the URL change to "https", the "s" indicates you are in a secure area employing SSL; also, your browser may give you a pop-up message that you're about to enter a secure area. We are committed to handling your personal information with high standards of information security. We take appropriate physical, electronic

and administrative steps to maintain the security and accuracy of personally identifiable information we collect, including limiting the number of people who have physical access to our database servers, as well as employing electronic security systems and password protections that guard against unauthorized access. This website uses encryption technology, such as Secure Sockets Layer (SSL), to protect your personal information during data transport. SSL encrypts ordering information such as your name, address, email address, phone number and stores also operate over a private, secure network.

It is the state of affairs, however, no data transmission over the internet can be guaranteed secure. As a result, while we strive to protect your personal data, we cannot guarantee the security of any information you transmit to us through this Website and you use this Website at your own risk.

Your personal data is stored on secure servers that are protected in controlled facilities. We require our employees and data processors to respect the confidentiality of any personal data held by Baccarat.

Privacy Policy

To help us achieve our goal of providing the highest quality products and services, we use information from our interactions with you and other customers, as well as from other parties.

Because we respect your privacy, we have implemented procedures to ensure that your personal information is handled in a safe, secure, and responsible manner. We have posted this Privacy

Policy in order to explain our information collection practices and the choices you have about the way information is collected and used. As we continue to develop this Web Site and take advantage of advances in technology to improve the services we offer, this Privacy Policy likely will change. We therefore encourage you to refer to this policy on an ongoing basis so that you understand our current Privacy Policy.

Unless the personal data protection laws having jurisdiction over you require explicit consent, by indicating your details in the manner described above, you agree that (i) we collect your personal data in the manner described in this Privacy Policy; and (ii) transmit your personal data outside of your country or region to other countries or regions.

We take your privacy very seriously and we ask that you read this Data Privacy Policy carefully as it contains important information on the personal data we collect about you; what we do with your information and with whom your information might be shared.

The Information we collect

We collect personal data from customers (existing and prospective), suppliers, contractors, employees and prospective employees, and consumers and other individuals for various business and other purposes further listed below. In this section, we explain the types of personal data which we usually collect as well as how we collect this information.

Generally, you may browse the Web Site without providing any personally identifiable

information. However, we may ask you to provide personally identifiable information at various times and places on this Web Site. In some cases, if you choose not to provide us with the requested information, you may not be able to access all of this Web Site or participate in all of its features.

The type of information Baccarat may collect from you will depend on the circumstances in which that information is collected. It may include, for example, your contact details (such as name, email address, address, phone number), date of birth, gender, your IP address, information about the websites you visit and your trends as a user and information you give us in any other way.

We receive and store any personally identifiable information:

- when you enter on this Website
- when you interact with us or seek advice and share personal information through our websites, our social media pages, our sales associates in a store, at a trade show, at events or through our customer services
- when you contact us with queries or issues
- when you participate in our promotions, competitions or sweepstakes;
- when you register or provide your details with or to us
- if our information is shared with us by our approved partners, with your prior consent where required.
- when you use your device to browse activity across different websites.
- when you use this Website, in which case our system may automatically collect information relating to your visit to this Website, such as log data and your IP address

- when you give us information in any other way; or

We may ask for additional information:

- We may ask for additional information, such as your favorite designers;
- if you use one of our services, or participate in one of our promotions, competitions or sweepstakes, we may ask for additional information, such as your age, interests or product preferences; or

If you do not provide Baccarat with all requested personal data, we may be unable to assist you or provide you with our products and/or services and participate in our promotions, competitions or sweepstakes.

Where practicable, we will collect personal data directly from you.

How we use the information we collect

We use the information we collect for various purposes, including:

- to provide the desired goods and the services you request
- to respond to your queries if you are seeking information about our products or services;
- to communicate with you about our products and services;
- to conduct promotions, competitions and sweepstakes;

- to conduct market research and analysis;
- to process and assess employment applications;
- to enforce agreements between you and us;
- to send you our catalogs and other offerings by mail or email;
- to administer our membership list, if any;
- to identify your product and service preferences, so we can notify you of new or additional activities, services, and promotions that might be of interest to you;
- to tailor ads on our website, social media platforms and elsewhere to your interests and history with us;
- to comply with legislative and regulatory requirements;
- to operate our business efficiently;
- to create, develop, operate and deliver our products and services;
- to improve our merchandise selections, customer service, overall shopping experience, site design, product assortments and special promotions;
- to detect and prevent frauds; and
- to avoid duplication and ensure accuracy of your Information, periodically conduct data cleansing, linking or merging of our records, either internally or through our service providers.

Baccarat may also use and process aggregated, anonymous data about its customers and website users as a group, for Baccarat's business purposes.

Others with whom we share your information:

- **Affiliates of Baccarat:** All of the above information that we collect, as described above, may be shared among all Baccarat entities.
- **Service providers:** We also may disclose information to outside companies that help us bring you the products and services we offer. For example, we may work with an outside company to: (a) manage a database of customer information; (b) assist us in distributing e-mails; (c) assist us with direct marketing and data collection; (d) provide us storage and analysis; and (e) other services designed to assist us in maximizing our business potential. We require that these outside companies agree to keep confidential all information we share with them and to use the information only to perform their obligations in the agreements.
- **Other companies:** We may provide information to carefully select outside companies when we believe their products or services may be of interest to you.
- **Business Transitions:** We may transfer or share a copy of personal information about you in the event that Baccarat or one of its affiliates or subsidiaries goes through a business transition, such as a merger, being acquired by another company, or selling a portion of its assets. You will be notified via e-mail or prominent notice on our Web Site prior to a change of ownership or control of your personal information, if your personal information will be used contrary to this policy. However, nothing in this Privacy Policy is intended to interfere with the ability of Baccarat to transfer all or part of its business and/or assets to an affiliate or independent third party at any time, for any purpose,

without any limitation whatsoever. Baccarat specifically reserves the right to transfer or share a copy of personally identifiable information collected from this Web Site to the buyer of that portion of its business relating to that information.

- **Compliance with Law:** We may provide access to information when legally required to do so, to cooperate with police investigations or other legal proceedings, to protect against misuse or unauthorized use of our Web Site, to limit our legal liability and protect our rights or to protect the rights, property or safety of visitors of this Web Site or the public.

Baccarat may also use and/or process aggregated, anonymous data about its customers and/or website users as a group, for Baccarat's business purposes.

In carrying out our business, it may be necessary to share information about you with and between our related bodies corporate, our Service Providers.

We would not otherwise disclose personal data to another organization unless: />

- the disclosure is for one of the purposes described in or otherwise permitted by our Privacy Policies;
- the disclosure is required or permitted by law;
- we believe the disclosure is necessary to provide you with products or services which you have requested;

- we believe the disclosure is necessary to protect the rights, property or personal safety of another person or Baccarat; or
- the assets and operations of Baccarat's business are transferred to a third party.

Using your personal data for marketing

We may use and process personal data you have provided to us, including providing you with information in relation to new or updated products or services or special offers, promotions or competitions in which you may be interested. We will only do so in accordance with applicable laws or with your prior consent.

In addition, we provide you with a number of choices regarding our handling of your nonpublic personally identifiable information. If you do not want to receive communications from Baccarat or its affiliates you can:

Telephone, Direct Mail, SMS/MMS/Instant Messaging through mobile apps, online apps, social media platforms and other online means: please either

- Call at: +86 21 2206 1550
- Email: chinadata@baccarat.fr

Please be precise about your choice with one of the following titles:

- "NO MAIL OFFERS" (if you do not want to receive offers by mail); or
- "NO PHONE OFFERS" (if you do not want to receive offers by phone); or
- "NO SMS/MMS/INSTANT MESSAGING OFFERS" (if you do not want to receive offers by SMS/MMS/instant messaging); or
- "NO MAIL, PHONE, SMS/MMS/INSTANT MESSAGING OFFERS" (if you do not want to

receive either).

Because customer lists often are prepared well in advance of an offering (sometimes few months before the offer is made), while processing your opt-out request, you may continue to receive some offers after you send us a request not to use your information for specified marketing purposes. In either case, please allow 30 business days for your request to be processed. We appreciate your patience and understanding in giving us time to carry out your request.

For business necessity, please note that we do not offer an opt out from sharing nonpublic personally identifiable information about you among Baccarat entities.

Disclosing your personal data overseas

The central customer database, in which all data described in the Privacy Policy is saved, is operated on behalf of and in accordance with Baccarat's instructions. Baccarat ensures compliance with the applicable privacy laws. In order to deliver products and services to you and to improve our products and services, we may sometimes disclose your personal data to another company within or related to the Affiliates of Baccarat (including but not limited to those located in France and the United States) and Service Providers.

Baccarat will not otherwise use, process or disclose any information about you without your consent, unless:

- the use, processing or disclosure is for one of the purposes described in or otherwise permitted by our Privacy Policies;
- the use, processing or disclosure is required or permitted by law;

- we believe it necessary to provide you with products or services which you have requested;
- we believe it necessary to protect the rights, property or personal safety of another person or Baccarat; or
- the assets and operations of Baccarat's business are transferred to a third party.

Cookies, Web Beacons, and how we use them

A "cookie" is a small data file stored by your web browser on your computer's hard drive. It allows us to recognize your computer (but not specifically who is using it) upon entering our site by associating the identification numbers in the cookie with other customer information you have provided us. That customer information is stored on our secured database. A "web beacon" or "pixel tag" or "clear gif" is typically a one-pixel image, used to pass information from your computer to a website.

We use cookies and web beacons to keep track of what you have in your shopping cart and to remember you when you return to this Website as well as to identify the pages you click on during your visit to our site and the name of the websites you visited immediately before clicking to this Website. We use this information to improve our site design, product assortments, customer service, and special promotions. You can, of course, disable cookies and web beacons on your computer by indicating this in the preferences or options menus in your browser.

However, it is possible that some parts of this Website will not operate correctly if you disable cookies.

We may contract with third parties who may use cookies and web beacons and collect information on our behalf or provide services such as credit card processing, shipping, promotional services or data management. We call them our Customer Care Partners. These third parties are prohibited by our contract with them from sharing that information with anyone other than us or our other Customer Care Partners. However, we respect your right to choose whether to be included in such services.

To view the cookie list and manage your cookie settings, please go to your browser, in Setting > select Clear Cookies, then return to this Website. You will be alerted to "Accept the Cookies", click on "Cookie Settings".

Children's privacy

Protecting children's privacy is important to us. This Website is a general audience site. We do not collect or maintain information from those we actually know are under 18 and have reason to believe or it can be shown that the minor does not have sufficient understanding to consent on their own behalf, and no part of this Web Site is targeted to attract anyone under 18.

We also do not send e-mail correspondence to anyone who tells us that they are under the age of 18 but does not have sufficient understanding to consent on their own behalf without their parent's consent. Our online sweepstakes are restricted to entrants who are at least 18 years old and have sufficient understanding to consent on their own behalf.

Minors under the age of 18 should always ask their parents or guardians for permission before providing any personal information to anyone online. We urge parents and guardians to

participate in their children's online activities and use parental control or other web filtering technology to supervise children's access to this Website.

If we become aware (including through a request from your parent or legal guardian) that we have inadvertently received personal information that contradicts the above, we will delete such personal information from our records.

Links to other sites

While visiting the Website, you may link to sites operated by our business partners or other third parties. This does not mean that we endorse these sites. We do not make any representations or warranties about any websites you may access through this Website. They are independent from us, and we have no control over, or responsibility for, their information or activities.

In addition, our privacy practices may differ from those of these other websites. If you provide personal information at one of those websites, you are subject to the privacy policy of the operator of that website, not this Website Privacy Policy. Make sure you understand any website's privacy policies before providing personal information.

Access request and accuracy

Upon request, we will provide you with access to personal data that Baccarat holds about you, except in the limited circumstances in which it is permitted for us to withhold this information.

To request access to your personal data, please contact us using our contact information below.

If at any time you wish to change personal data that is inaccurate, out of date or incomplete, please contact us using our contact information below and we will amend your record.

If you wish to have your personal data deleted, please let us know in the same manner as referred to above and we will take all reasonable steps to delete it unless we need to keep it for legal, auditing or internal risk reasons.

Acceptance

By using this Web Site, you accept the policies set forth in this Privacy Policy.

What to do if you have a problem, question or complaint?

Any questions? We'll be happy to provide additional information or answer any questions. Please:

- Write to:

— Attention: Data Privacy Officer

— Address: 11 Place des États Unis 75 016 Paris, France

In most cases we will ask that you put your request in writing to us. We will investigate your complaint and will use reasonable endeavors to respond to you in writing within 30 days of receiving the written complaint.

Browser advisory

Users should use Internet Explorer, Chrome, Firefox, Safari. We would advise the latest version of each browser. These browsers allow us to offer our customers the highest level of security;

some other browsers prevent users from viewing secure pages during the checkout process. We apologize for any inconvenience.

Please be aware that this Website uses rich media content to improve the user experience.

Download and Install Adobe Flash to view this Website as it was intended.

Conditions of use, notices and disclaimers

When you use this Web Site, you are automatically agreeing that both your access to the site and your use of it are: Subject to the terms and conditions in this legal notice, which may change at any time without notice.

Please refer to this page frequently to review our current terms and conditions of use.

Ownership of Intellectual Property and Restrictions on Use of Materials

The following elements of this Website are the property of Baccarat and are protected by all applicable laws, including the China and other foreign and international copyright laws:

All content on this Website, including, without limitation, software, designs, texts, images, photographs, illustrations, audio clips, video clips, artwork, graphic material, animation, and other copyrightable elements, and the selection and arrangements thereof, and all trademarks, service marks, trade names, trade dress and patents, are the property of Baccarat and/or affiliated

companies, third party licensors and/or other respective owners including but not limited to other users (collectively the “Site Content”), and are protected, without limitation, by China and other foreign copyright, trademark and patent laws. For purposes of this Agreement, the use of any Site Content on any other website or networked computer environment is prohibited. You are hereby granted a limited, non-exclusive, non-transferable license to copy, print and display the Site Content for non-commercial purposes, provided that this license is limited to the display of the Site Content in its entirety, including but not limited to visual elements such as advertisements that adjoin content, or for personal use to refer offline to items that are offered for sale. Any other use of the Site Content is expressly prohibited. Any attempts to access the Site Content in a manner that obscures or blocks such adjoining visual elements is a violation of the license granted hereunder. You may not make any modifications to any Site Content.

If you download software from the Site, the software, including any files, codes, images, and audio clips incorporated in or generated by the software, and data accompanying the software (collectively, the “Software”) are licensed to you for your personal, non-commercial home use pursuant to a personal, non-exclusive, non-assignable, non-transferable license. Baccarat keeps full and complete title to the Software and all intellectual property rights therein. You may not redistribute, sell, lend, decompile, reverse engineer, disassemble or otherwise render the Software to a human-readable form. Any unauthorized or prohibited use may subject you to civil liability and criminal prosecution under applicable laws.

Trademarks

The trademarks or trade dress of Baccarat, and our affiliates may not be used without our written permission. Trademarks or trade dress include the Baccarat names and logos, and other graphics, logos, page headers, button icons, scripts, and service names of Baccarat products, services, and programs, and those of our affiliates.

All other trademarks that appear on this Website are the property of their respective owners, who may or may not be affiliated with, connected to, or sponsored by us or our affiliates.

Errors and inaccuracies

Our goal is to provide complete, accurate, up-to-date information on this Website. Unfortunately, it is not possible to ensure that this Website is completely free of human or technological errors.

This site may contain typographical mistakes, inaccuracies, or omissions, some of which may relate to pricing and availability, and some information may not be complete or current. We reserve the right to correct any errors, inaccuracies or omissions -- including after an order has been submitted -- and to change or update information at any time without prior notice. We sincerely apologize for any inconvenience this may cause.

Disclaimer of liability

We make no representations or warranties of any kind, whether express or implied, with respect to this Website, its content, or the information available on or through it; they are provided "as

is," with all faults. Except as otherwise provided under applicable laws, we and our corporate affiliates, and the directors, officers, employees, agents, contractors, successors and assignees of each, will not be liable for any damages whatsoever arising out of or related to the use of this Website or any other site linked to it. This limitation of liability applies to direct, indirect, consequential, special, punitive or other damages you or others may suffer, as well as damages for lost profits, business interruption or the loss of data or information, even if we are notified in advance of the potential for any such damages.

No confidentiality

We do not want to receive confidential or proprietary information or trade secrets through this Website. Any information, materials, suggestions, ideas or comments sent to us will be deemed non-confidential, and by submitting it, you are granting us an irrevocable and unrestricted license to use, modify, reproduce, transmit, display and distribute it for any purpose whatsoever, with no payment or other compensation to you. However, we will not use your name unless we are required by law to identify the source of the materials, information, suggestions, ideas or comments, or unless we first obtain your permission.

Applicable law

By visiting this Website, you agree that the laws of the China, without regard to principles of conflict of laws, will govern these Conditions of Use and any dispute of any sort that might arise between you and us or any of our affiliates.

Disputes

Any dispute relating in any way to your visit to this Website or to products purchased here, if applicable, shall be submitted to the competent court where Baccarat is officially registered for adjudication. However, if you have in any manner violated or threatened to violate our intellectual property rights, we may seek injunctive or other appropriate relief in any competent courts having jurisdiction over such disputes. You consent to exclusive jurisdiction and venue in such courts.

As part of our ongoing commitment to ensure that your shopping experience with this Website is protected, we will prosecute all unauthorized or fraudulent transactions to the fullest extent allowed by law.

IP Addresses

We study visitor trends since we are interested in the successful dissemination of information through the websites. Our server creates log files of information such as the Internet Protocol (IP) address from your network, what pages were explored and the length of your visit. Analysis software is used to generate reports which help us to learn more about how we can enhance your experience with the websites and to provide a higher level of services. An IP address is a number designated for your computer by your Internet service provider to provide access to the Internet. Generally, an IP address will change every time your computer connects to the Internet.

However, if you have a broadband connection, it is possible that the IP address that we may gather may contain information that may be deemed Personal Information. This could occur due to the fact that by using certain broadband connections, your IP address would not change and could be associated with your personal computer. We may use your IP address to gather aggregate information on use. But we will only be able to identify you individually if we have the means of linking the IP address to you as a particular user. This usually requires access to additional information which we do not seek.

Future changes

From time to time, Baccarat's policies will be reviewed and may be revised. Whilst Baccarat seeks to minimize changes to its policies, Baccarat reserves the right to change its Privacy Policies at any time by posting an updated version on this Website. Please therefore keep checking these policies to ensure you are aware of the current terms. If at any point Baccarat decides to use and/or process personal data in a manner materially different from that stated at the time it was collected we will notify you by email or via a prominent notice on this Website, and where necessary we will seek your prior consent.

This Privacy Policy is most recently updated on 1 Apr 2023